

Ultra Mobile PC



A new category of mobile devices for consumers and businesses alike.

More than ever before, today's media-hungry consumers are looking for convenient ways to access the Internet and enjoy their favorite digital content while on the go. People, no matter where they are around the world, want to take the full power of the Internet and their PCs with them. They want to be connected with the important people in their lives anytime, everywhere they go. They want technology to make their lives easier.

Delivering the best personal broadband Internet experience.

Intel is addressing these needs by delivering low power technologies that enable a new category of small, thin, and light devices, the

Ultra Mobile PC (UMPC) platform. The UMPC category offers consumers small, ultra-mobile devices with full PC capabilities, uncompromised Internet access, anytime connectivity, and the ability to recognize and adapt to its environment virtually anytime and anywhere. Simply put, the UMPC is the perfect PC companion. Mainly designed for content consumption, the UMPC allows users to:

- ACCESS content and information virtually anytime, anywhere
- COMMUNICATE via email, IM, chat, or blogging
- ENTERTAIN themselves with videos, games, music, pictures or TV on the go
- BE PRODUCTIVE by monitoring office apps and tools

The Ultra Mobile PC advantage.

Full PC and Internet Capabilities

- Full PC capability based on Intel Architecture and full-featured mainstream OSs, allowing consumers to run familiar applications.
- Uncompromised Internet access to favorite websites to read news, download videos, search for friends and more.
- New ways to interact with and navigate information using the UMPC.

Anytime Connectivity

- Connectivity in a variety of ways via WPAN, WLAN, or WWAN.
- Always reachable via email, IM, chat, or VoIP.
- Always informed with the latest news to make educated business decisions and to stay in touch.

Location Adaptability

- Personalized information and services based on location.
- Environment recognition and adaptability.
- Interaction with devices in living room or car.

Ultra Mobility

- Small, thin and light platform design.
- Long battery life to extend productivity.
- Instant access to content and information.

Exploring new usage models on the go.

Connecting while walking around London

Kate goes online to read the news while preparing breakfast in the kitchen. She downloads an episode of the morning cartoon show and plays it while driving her kids to school. In the afternoon, she goes shopping, uses a mapping application to find Bond Street, and gets an alert announcing the hot sale of the day. She quickly IMs her friend Pam to share this information and, while she waits for her at a café, catches up with her email.

Entertainment on Santa Barbara beaches

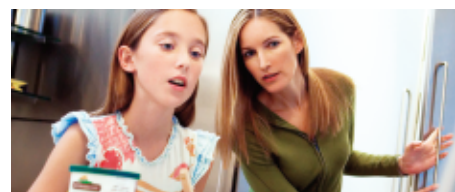
Brad, Maria and Inez are ready for their exciting weekend in Santa Barbara. They packed sodas, snacks and the latest award-winning movie to watch on the road. They also packed their surfboards and 1,000 songs for a perfect day on the beach. They downloaded their favorite video games so they could continue the match they started two weeks ago. The three friends are ready for a fun digital weekend under the sun.

Productivity while waiting in the lobby

Tony anticipates that he'll be waiting for at least a few hours, mostly standing in line and maybe an open seat if he's lucky. He's not worried. He'll be able to send a few emails, view presentations, listen to a webcast, and even work on some ideas for his sales pitch. Now that's one productive day.

Accessing learning tools on a school field trip near Hong Kong

The kids are excited—today they're on a field trip to the ocean! They make electronic notes of their observations, take digital photos and post them on Yahoo.com, do research on the Internet to find data related to their assignment, and then put together a presentation for their classmates. A fun-filled day of learning while harnessing technology to its fullest extent.



Exploring growth possibilities enabled by the UMPC.

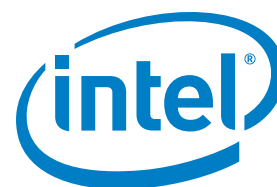
UMPC platforms will enable exciting new usage models and provide significant new growth opportunities. As an ISV and Content Provider, you'll have the opportunity to make your current applications and content available to more people in more places on more devices. As an IHV, you'll have the opportunity to target your hardware and peripherals for the UMPC. As an OEM or ODM, you'll be able to deliver a new class of platforms to your customers. And as an Operator or a Retailer, you will be able to generate new revenue streams for your business.

In short, the UMPC platform provides you with an opportunity to redefine how people think about mobility today and tomorrow.

So what can you do?

- Incorporate the UMPC into your development and deployment plans
- Focus your development to enable thinner, lighter, smaller UMPC platforms
- Design with low power in mind to enable long battery life
- Accelerate the UMPC Ecosystem: Platforms, Peripherals, Applications, Content

For more information on Intel's Low Power technology and the Ultra Mobile PC, visit us at www.intel.com/go/umpc.



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